



Present are original forms on lampposts, lamps, chairs, tables and counters, on which we can find the artist's creativity on the design, the typography or the use of elements of his typical imagery of the Canary islander. All these elements become part of the charm of this space in which the stonework and the symmetrical figures of the floor are also seen with little beach stones, and elaborated colourful rocks that form a beautiful mineral carpet.

In the upstairs room we found a coffered ceiling with its original lamp hanging from the ceiling, flanked by female figures in traditional dress carried by a ribbon decorated with pintaderas, from whose ends camel heads protrude recalling the more exotic of this island.



The space is completed with Manises ceramics, painted with male and female figures dressed in the same typical costumes designed by Néstor. The Atlantic light gives brightness this space through the artistic grills of the spectacular exterior balcony that serves as a tribute to the artistic tradition of Gran Canaria's carpenters.



The House of Tourism was a witness of the City's first tourist transformation. From the health and acclimatization tourism, with its huge and luxury hotels, its golf course (the first in Spain), spas, etc., to making way for a sun and beach tourism that gained strength in the fifties and went beyond all expectations in the sixties. It is precisely in 1964 when the transfer of the building to The Heritage of the State is signed.

The House has reopened its doors in 2013 as a milestone of the new tourist city, the urban destination of Gran Canaria. Prepare your visit with the tools and the most advanced technology available at the House of Tourism, a meeting point for the traveller, but also a place for learning and studying tourism as a global social phenomenon where Las Palmas de Gran Canaria has had a pioneering and first role.

ENJOY YOUR STAY  
AND DO NOT FORGET  
TO COME BACK.



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# CASA DEL TURISMO

“Make of life  
a work of art”

Néstor Martín-Fernández de La Torre

1887-1938



# CITY OF SEA AND CULTURES

DISCOVER LAS PALMAS DE GRAN CANARIA



Welcome to the House of Tourism of Las Palmas de Gran Canaria. You stand now in one of the most emblematic buildings of the City's heritage and tourism history. This is a building created in 1935 by Néstor Martín-Fernández de la Torre, the most highlighted Spanish artist of the European modernist and symbolist movements, who left Paris and Barcelona, coming back to his island and city of birth to work, decades before the coming of mass tourism.



At Parque Santa Catalina, the meeting point between the City and the Port of La Luz, an entrance for travellers and sailors, Néstor saw an ideal space to show and commercialise the works of the land, a space with a cellar, a shop, a restaurant, and a porch, all in pure Canarian style. Years later and after his demise, the project came to life again and a tourist information centre was opened, keeping the artist's motto: "make of life, of any detail, a work of art".

The land upon it stands was property of the National Port Service which gave the right of use of the precinct in 1943. The works were publicly tendered and was awarded to the contractor Alfredo Farray for 199.500 pesetas (around 1200 Euro). Its building was entrusted to Néstor's brother, **Miguel**



**Martín-Fernández de la Torre**, who highlighted in the city for his rationalist and regionalist works. The building was opened on the 30th of May 1945 and was destined to be the seat of the information offices and the Provincial Board of Tourism.

Every detail of this house invites to enjoy the originality of its decoration, synthesis of architecture and Canarian crafts, later called "typism".

Miguel executed an architecture, decoration and furniture that were carefully designed to the finest detail: huge spheres over pillars, gates on doors and arches, stones to simulate stonework and a complete interior decoration, quite close to his brother's designs.



The reopening of the House of Tourism promoted by the City Council of Las Palmas de Gran Canaria has recovered and respected the spirit and design of brothers Martín-Fernández de la Torre, with its arches, its irregular lines, the decoration of the woodwork, the furniture details that play with the geometries that are also present on the floors, inspired on the figures of the ancient Canaries *pintaderas*.

